

# Aarong Privacy Policy

Aarong's Privacy Policy applies to personal information we collect from our customers and job applicants through our website [aarong.com](http://aarong.com) and through other interactions with our customers in stores located in Bangladesh. It outlines the information we collect about customers and job applicants, how we use, disclose and otherwise manage this information and the choices you have to restrict our usage of this information. Ensuring the privacy of your personal details is important to us.

## Information Collected by Aarong

We collect personal information when you:

- purchase, order, return or exchange products and services
- track your order through [aarong.com](http://aarong.com)
- sign up for Aarong newsletter
- send or purchase a gift card
- register on our website
- register on My Aarong Reward programme
- apply for a position at Aarong through Career page or other third party job portals
- participate in a promotion or survey
- contact us with a comment, question or complaint

## Shopping

You do not have to provide us with any personal details when you purchase merchandise for cash at any of our stores. If you use a credit or debit card for your purchases, we collect your credit or debit card-related information and your signature for the purposes of processing your payment. In addition, we collect information about your written suggestions, complaints or enquires through email or complaint/suggestion forms.

[www.aarong.com](http://www.aarong.com)

- i. My Aarong Rewards member: We save your details, purchase order and history of rewards points collected over a specific period. However, we do not authenticate your personal details and hence Aarong cannot be held liable for any misinformation received or fraud or identity theft against you that would affect these details.
- ii. Registered shoppers: If you sign-up for an account we save basic information about you and purchase history. This enables you to track your order.
- iii. Guest shopper: If you sign-up for newsletter, we may collect personal details such as your name, email address and/or mobile number. We use this information to communicate with you and provide you with useful services and special offers.

#### Phone and Fax Orders

None of the Aarong stores or aarong.com accepts orders placed over phone or fax. We will never ask for credit/debit card or any other sensitive information via email or phone. Please do not provide this information over the phone or via fax.

#### Career

When you apply for a specific or suitable position through aarong.com, you may provide us with personal information about yourself, such as that contained in a resume or similar employment-related materials. The information provided is saved in Aarong's internal server and might be saved no more than one year. We use this information for the purpose of processing and responding to your enquiry or job application. We might share your information with BRAC HR in case of special requirement. We will not sell your details to any third party or share unless required by law. We only keep your personal information as long as necessary for the purposes collected , or as otherwise required by law.

## Newsletter

We offer those who sign-up for our newsletter advanced notice of sales, new merchandise, store openings and other Aarong news. Email addresses are only used internally for the purpose of sending you these electronic newsletters. We respect your privacy rights and will not sell or rent your email address to other companies without your consent. You can unsubscribe from our email list clicking on the unsubscribe link at the bottom of our newsletter. When you sign-up for our newsletter, we may also collect optional information such as your name, postal code, and product interests. We may use this personal information to enhance our product and service offerings.

## Visit or Register on Aarong.com

You do not have to register to visit aarong.com. To take advantage of certain services, you may choose to create an account by providing us with your email address and a password that you select. Personal information you provide to us while creating or updating an account and at checkout on our website (such as name, address, mobile number, email address, billing address, shipping address and credit card information) is maintained in electronic files on our web server and our internal systems located in Bangladesh. Your registration information is used solely to provide and otherwise administer the services you requested, and for other purposes to which you have consented. .

## Promotions and Surveys

When you participate in a promotion or respond to one of our surveys, we may collect your name, address, mobile number and email address. We use this information to administer your participation in the promotion and, for surveys, to contact you with follow-up questions.

## Customer Service through Contact Us (page)

You may be asked for information that identifies you, such as your name, address and telephone number when you contact one of our customer service representatives with a question, feedback or other comment. We collect this information to verify your identity and to help us promptly answer your question or respond to your comment or feedback. We may retain this information to assist you in the future. We also may use your feedback, suggestions and comments to monitor and/or improve our products, website or services e.g. through training modules etc.

### Website Analytics

You can visit aarong.com without telling us who you are or providing us with any personal information. However, we collect the IP (Internet protocol) addresses of all our website visitors and other related information such as page requests, browser type, operating system and average time spent on our website. We use this information to monitor and improve our website.

We use cookies and similar technologies to collect product and purchase information from the pages you access or visit. Cookies are bits of information that are automatically stored on your computer so we can recognize you when you return. We use cookies to better understand your use of aarong.com so that we may continue to refine and improve the website for our customers. If you do not wish to have cookies on your system, you can set your browser preferences to disable them. However, if you decide not to accept cookies, you may not be able to take advantage of all of the features on aarong.com. The information collected through cookies may be combined with other identifiable personal information (such as demographic and past purchase information) from our records and other sources. We may use this combined information for future marketing initiatives and to help us improve our website presentation and your overall shopping experience.

### Third Party URLs and e-Advertisements

Our website may provide links to third party websites. Except as provided herein, we will not provide any of your personal information to these third parties without your prior consent. Aarong provides links to third party websites as part of news & events or convenience to the user. The inclusion of any link does not imply Aarong's endorsement of any other company, its websites, or its products and/or services. These linked websites have separate and independent privacy policies, such as brac.net although it is our parent company. Therefore, we recommend you read carefully. We have no control over such websites and therefore have no responsibility or liability for the manner in which the organizations that operate such linked websites may collect, use or disclose and otherwise treat your personal details.

We may also use third parties to publish Aarong e-advertisements on other websites such as electronic newspapers, travel related sites etc. In order to measure the effectiveness of our advertisements, these companies may use tracer tags or web beacons to report certain information (but not your name, address, email address or telephone number) about your visits to aarong.com and the websites which advertise and feature links to aarong.com.

## Social Media

We may offer you the opportunity to engage with our content on or through third-party social networking websites, plug-ins and applications. When you engage with our content on or through third-party social networking websites, plug-ins and applications, you may allow us to have access to certain information associated with your social media account (e.g., name, username, email address, profile picture, gender) to deliver the content or as part of the operation of the website, plug-in or application.

## Information We Share

We may transfer (or otherwise make available) your personal information to other members of the BRAC family and other third parties who provide services on our behalf.

We may use service providers to process data and online payments, deliver our products and services, host our website, send emails, run our promotions and surveys, to help us better understand your use of aarong.com and refine and improve the website.

All of our service providers are required to maintain the confidentiality and security of your personal information and to use it only in compliance with applicable privacy laws. These companies are not authorized to use your information in any manner, other than in helping us to provide you with products and services or as otherwise required by applicable law. Your personal information may be stored and processed in the Bangladesh by BRAC affiliates and other third party service providers such as courier service providers, mobile marketing etc.

#### Legal Obligations

Please note that Aarong must provide your personal information in response to a search warrant or other legally valid inquiry or order, or to an investigative body in the case of a breach of an agreement or contravention of law, or as otherwise required by Bangladeshi law.

#### Security of Personal Details

Your privacy is important to us. We maintain reasonable administrative, technical and physical safeguards in an effort to protect against the loss, theft, unauthorized access, use, modification and disclosure of personal information in our custody and control. We have implemented measures in an effort to safeguard the personal information in our custody and control, including only providing access to personal information to employees and authorized service providers who require such information for the purposes described in this Privacy & Security Policy.

To provide you with an increased level of security, online access to certain personal information may be protected with a password you select. We strongly recommend that

you do not disclose your password to anyone. We will never ask you for your password in any unsolicited communication.

### Policy Changes

Aarong.com may periodically update this Privacy Policy for new, unanticipated uses not previously disclosed. Any changes made will be posted here.

### Update Your Profile

If you wish to access or update your profile details that we have about you, or to correct factual errors in our records, please contact us. To protect your privacy, we will take reasonable steps to help verify your identity before granting access or making corrections. You can also easily update your account information by logging on to aarong.com and clicking Login.